

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2018/2019

BSM2014 – IT SERVICE MANAGEMENT

(All sections / Groups)

9 MARCH 2019
2.30 p.m. – 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This Question paper consists of 2 pages with 4 Questions only.
2. Attempt **ALL** questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

QUESTION 1

Timing is one of the fundamental differences between being clever and smart. Clever people respond and act instantaneously, while smart people require more time to evaluate and integrate before responding. This difference is more evident in companies, especially in IT Service Management.

Yet, you can be both, clever and smart when managing IT Services with a simple solution: Standardize processes by implementing Information Technology Infrastructure Library (ITIL) framework to make governance more efficient in your business.

However, the truth is that many companies are reluctant to take the first step toward implementing ITIL. Either because transitions always present new challenges, or because there is little disposition or training to keep up with change, the fact is that there are many reasons to avoid the paradigm shift.

(Source: <http://www.gb-advisors.com/5-reasons-implement-til-now/>)

- a. Discuss any **FIVE (5)** reasons to implement ITIL in your company now in order to make IT Service Management a clever and smart move to bring many benefits for your company.

(10 marks)

- b. Explain **FIVE (5)** different life cycles of ITIL with the illustration of ITIL v3 framework.

(12 marks)

- c. Instead of ITIL framework, propose any **TWO (2)** frameworks that can be used by your company in managing IT services.

(3 marks)

(Total: 25 marks)

Continued...

QUESTION 2

- a. What are the outputs of Service Strategy and Service Design? Explain their characteristics.

(10 marks)

- b. Explain what is Service Portfolio Management? Discuss the **THREE (3)** types of services in the Service Portfolio Management and list out **FOUR (4)** of its activities.

(15 marks)

(Total: 25 marks)

QUESTION 3

- a. Service Level Management (SLM) should manage expectations and perceptions, and this requires establishing and maintaining Service Level Agreements (SLAs) for services.

- i) Differentiate between Service Level Agreements (SLAs) and Operational Level Agreements (OLAs).

(4 marks)

- ii) Explain **THREE (3)** types of Service Level Agreements (SLAs) and provide an example for each type.

(12 marks)

- b. Describe about emergency changes and explain **FOUR (4)** procedures when we need to implement them.

(9 marks)

(Total: 25 marks)

QUESTION 4

- a. As a Service Catalog Manager in Galaxy IT Department, prepare a Service Catalog for an Internet service that will serve local and international market.

(20 marks)

- b. Identify the **FIVE (5)** Service Operation processes in IT Service Management.

(5 marks)

(Total: 25 marks)

End of Paper